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## MARICOPA ASSOCIATION OF GOVERNMENTS REGIONAL TRANSPORTATION PLAN

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### PHOENIX (WEST-SOUTH) FOCUS GROUP RESULTS

The Maricopa Association of Governments (MAG) is developing a new Regional Transportation Plan for the MAG region. As part of this effort, MAG conducted a series of focus groups to identify and document transportation issues and concerns. The focus groups were held throughout the Valley to capture ideas from geographically and ethnically diverse groups of participants. The findings will assist MAG in identifying regional values, goals and objectives that will guide the development of the Regional Transportation Plan.

The format of the focus groups included an opportunity for interactive discussion among participants, as well as a voting exercise that provided insight on priorities. To help structure the process, the discussions were organized into five topic areas. The topics included:

- ✕ Demographic and Social Change;
- ✕ The New Economy;
- ✕ Environmental and Resource Issues;
- ✕ Land Use and Urban Development; and
- ✕ Transportation and Technology.

Participants were encouraged to provide their own issues and concerns that related to each topic, both individually and in a round-table discussion. The responses received were documented in essentially a “verbatim” format so that the message intended by the participant was accurately conveyed.

The results of the **Phoenix (West-South) Focus Group** are attached. This material has been divided into four parts as follows:

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**Part I. Key Focus Group Issues:** In Part I, the key issues identified at the Phoenix (West-South) Focus Group are listed by topic area. These issues are those voted by the participants to be the top two concerns in each topic area. Due to ties, certain topics may have more than two issues listed.

**Part II. Comprehensive Listing of Participant Issues:** In Part II, all the issues identified by the individual participants are listed. These issues have been grouped by topic area.

**Part III. Roundtable Discussion Comments:** In Part III, the results from a roundtable discussion are listed. These comments were recorded when all the focus group attendees participated in a general discussion of issues prior to voting on the top issues in each topic area.

**Part IV. Break-out Group Discussion Results:** In Part IV, the issues identified during break-out group discussions are listed. As part of the focus group process, the participants formed into several sub-groups and discussed the five topic areas. The break-out group results were reported to the whole focus group helped establish the key issues identified in Part I.

If you have any questions or comments on the focus group process or the attached results, please contact Roger Herzog, MAG, at 602-254-6300 or rherzog@mag.maricopa.gov



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## PHOENIX (WEST-SOUTH) FOCUS GROUP

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### PART I. FOCUS GROUP ISSUE IDENTIFICATION SUMMARY

The participants of the Phoenix (West-South) Focus Group were given the opportunity to vote on their top two issues in each of five theme topic areas. The two issues receiving the most votes are listed under each topic. Due to ties, certain topics may have more than two issues listed.

#### *DEMOGRAPHIC AND SOCIAL CHANGE PRIMARY ISSUES*

- ✕ The need for a village concept, containing green belts, bike paths and play areas.
- ✕ The need for a comprehensive mass transportation plan.

#### *THE NEW ECONOMY PRIMARY ISSUES*

- ✕ Increase technology use by telecommuting and teleshopping.
- ✕ The need for tourism and more technical industries.
- ✕ Encourage Fortune 500 companies educational training.

#### *ENVIRONMENT AND RESOURCES PRIMARY ISSUES*

- ✕ The need for clean fuels and solar power, with education and incentives.
- ✕ Encourage an alternative fuels program (hydrogen).

#### *LAND USE AND URBAN DEVELOPMENT PRIMARY ISSUES*

- ✕ Demand intergovernmental cooperation and communication.
- ✕ Encourage self-sufficient downtowns and villages.





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**TRANSPORTATION AND TECHNOLOGY PRIMARY ISSUES**

- ✕ The need for alternative energy sources (solar, electricity, and hydrogen).
- ✕ The need for smaller buses and affordable “dashes.”

**PART II. COMPREHENSIVE LISTING OF PARTICIPANT ISSUES**

The following is a comprehensive listing of the issues that individual participants of the Phoenix (West-South) Focus Group identified as concerns under each topic.

**DEMOGRAPHIC AND SOCIAL CHANGE ISSUES**

- ✕ Minorities and the needs for those residents.
- ✕ Increase job opportunities in our neighborhood to reduce driving (due to cost).
- ✕ Pollution, etc., demand for public transportation (extremely important).
- ✕ Communities that meet the needs of residents.
- ✕ Encourage staggered work hours. Public transit buses aren’t full, so how about smaller buses going by more often.
- ✕ Senior villages satisfy all their needs.
- ✕ Drive golf carts, stay out of cars, and other companies drive vanpools to keep seniors out of cars.
- ✕ Safety-driver training in high schools and for immigrants.
- ✕ Public transit legislation for tax deductions to promote use of public transportation.
- ✕ Driver license renewals more often for those under 18 years; no driver license except work, school.
- ✕ Make public depots and terminals safe for all who use them, including Amtrak.
- ✕ Include personal transportation growth (cars).
- ✕ Plan and control growth (housing).
- ✕ Smaller and more buses; more diverse routes and incentives (user friendly).
- ✕ Keep seniors out of cars; plus test to drive golf carts; rise minimum age to 18 to drive.



- ✖ Comprehensive mass transit, local control of growth.
- ✖ Schools and employment centers need to be close to residential neighborhoods.

**DEMOGRAPHIC AND SOCIAL CHANGE ISSUES (CONTINUED)**

- ✖ We need to encourage the village concept.
- ✖ Public transit alternatives must be affordable, convenient and safe.
- ✖ Employers should emphasize telecommuting.
- ✖ Neighborhoods should be pedestrian and cyclist friendly.
- ✖ Village concept.
- ✖ Working/living in your village.
- ✖ Public transportation.
- ✖ Seniors (more safety).
- ✖ Public transit.
- ✖ Increased demand for public transit services.
- ✖ Increased need for affordable housing.
- ✖ Seniors will live longer and have greater wealth; older drivers of the future will drive more than today's.
- ✖ Increased need for alternatives to driving, in particular, door-to-door services.
- ✖ Maryvale is already experiencing high birthrates.
- ✖ With new immigration there will be an increase in need for public transportation.
- ✖ Emphasis on Dial-A-Ride for seniors will increase.
- ✖ Increase in taxis.
- ✖ Need to increase alternation to driving.
- ✖ Public transit for all areas.
- ✖ Affordability of transit.
- ✖ Plan for adequate education for all groups and arenas.
- ✖ Plan for adequate policing.
- ✖ Increased inner city population.



- ✖ Increased need for youth transportation.
- ✖ I think we need to improve our city streets.
- ✖ We need to plan better transportation.
- ✖ Neighborhood planning strategies are needed.
- ✖ Plan for greater than anticipated population growth.

#### THE NEW ECONOMY ISSUES

- ✖ Use the home-office option to avoid driving.
- ✖ A method to return to our roots, such as farming, ranching and other such businesses.
- ✖ Bringing quality employment to the small communities without destroying them.
- ✖ Create more jobs that can telecommute.
- ✖ Government must use financial incentives to promote more clean manufacturers and high-end jobs centers.
- ✖ Education/vocational training must be priority; Arizona number one in high school dropouts which is two times national average.
- ✖ Accountability of education; high end job centers can't rely on the education level of Arizona students.
- ✖ Provide more incentives and opportunities for home-based businesses.
- ✖ Provide group insurance health plans for home-based businesses.
- ✖ Tax incentives to promote home businesses, overseeing home-based businesses so that they are within law and pay taxes.
- ✖ Incentives for employers hiring employees within miles of employment.
- ✖ Incentives for at home businesses (home, offices), education and vocational training.
- ✖ City/County/State should attract corporate headquarter with good paying jobs.
- ✖ Trucking industry will continue to grow in the southwest Valley.
- ✖ We need jobs to be located near neighborhoods.
- ✖ Telecommuting should be supported.
- ✖ Inter-country commerce (I.E. Canada/Mexico).
- ✖ Increasing separation of classes (i.e., upper/lower incomes).
- ✖ Where will industry be located?
- ✖ Increased traveling to employment centers.



- ✖ Increase of telemarketing.
- ✖ Phone centers, which will have an impact of traffic.
- ✖ Require faster service.
- ✖ Explore and develop telecommuting.
  - ✖ Develop malls that are served by mass transit.

#### THE NEW ECONOMY ISSUES (CONTINUED)

- ✖ Develop mass transit that enables people to shop without their cars.
- ✖ Bilingual education for all public schools K-12.
- ✖ Encourage high tech and low pollutant business and industry to locate in Phoenix.
- ✖ Develop the Valley with respect to a thriving tourism industry.
- ✖ Increased personal transportation.
- ✖ Increased inner to outer city commutes, as industries move to region.
- ✖ New growth/increased transportation modes.
- ✖ Computer usage increased to improve telecommunications.
- ✖ Encourage and promote future “500” locations, relocation for world headquarters to promote high quality/higher income jobs.

#### ENVIRONMENT AND RESOURCES ISSUES

- ✖ Growth and land use planning is number one issue.
  - ✖ Adequate water and energy supplies.
  - ✖ Open space retention is extremely important; air quality.
  - ✖ Environmental concerns other than air quality.
  - ✖ Cleaner forms of energy for transportation.
  - ✖ Electric cars; solar; steam.
  - ✖ Magnetic elevated single occupancy vehicles.
  - ✖ Preserve environment and habitat to the metropolitan region, and not just in the far out desert preserves.
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- ✖ Preserve historical sites, developments and areas.
- ✖ Promote greater concern of infill and discourage spread out of population; Arizona has always built like the sky is the limit.
- ✖ Control pollution by controlling growth and development within tolerance of Valley.
- ✖ Assure that water resources are adequate and new development does not take away from the quality of life for current residents and businesses.
- ✖ Plan for our grandchildren, great grand children, etc.
- ✖ Adequate quality water supply.

**ENVIRONMENT AND RESOURCES ISSUES (CONTINUED)**

- ✖ Limited growth and planned growth.
- ✖ Hydrogen as a fuel; alternative fuels.
- ✖ Alternative fuel and electric vehicles are a must.
- ✖ Expansion of public transportation including light rail.
- ✖ Schools and employment centers should be in close proximity to neighborhoods.
- ✖ Neighborhoods should be pedestrian and cyclist friendly.
- ✖ Parks and open space should be accessible by public transit.
- ✖ Air quality (gas, diesel), water (lack of), and land use.
- ✖ Impact on air quality, noise pollution.
- ✖ Access to recreational space.
- ✖ Air quality.
- ✖ Open space.
- ✖ Change of types of transportation.
- ✖ Plan lots of public space between developments.
- ✖ Recycle water and plan more use of tap water.
- ✖ Plan parks/urban forest/freeway/landscape to trap CO<sub>2</sub> to generate oxygen.
- ✖ Economic incentives for clean fuels and solar power.
- ✖ Keep population density at a level that promotes quality of life.



- ✖ Create a feasible and realistic alternative fuel program.
- ✖ Demand more efficient forms of transportation.
- ✖ Follow through with existing 50-year-old transportation plan.

#### LAND USE AND URBAN DEVELOPMENT ISSUES

- ✖ Schools issues need to be number one.
- ✖ Freeway and street planning.
- ✖ Stop urban spread; consolidate development.
- ✖ Phoenix is 5<sup>th</sup> largest city; then act like the other top 4; light rail.

#### LAND USE AND URBAN DEVELOPMENT ISSUES (CONTINUED)

- ✖ Villages must become pedestrian friendly and supply everything the residents need; shouldn't need to drive anywhere.
- ✖ Downtown must thrive as place to live, recreate, work and raise children.
- ✖ Provide enough schools with sufficient student-teacher ratio.
- ✖ Manage intergovernmental streets.
- ✖ Eliminate multi-family structures.
- ✖ Open space, parks.
- ✖ Self contained towns (village).
- ✖ Inter-governmental street planning.
- ✖ Downtown would be own village- self-contained.
- ✖ Regional trails.
- ✖ Existing infrastructure needs to be upgraded and improved as density increases in the core.
- ✖ Public amenities and schools must be as good in the central city as those in the suburbs.
- ✖ Light rail and improved mobility options are important to maintain economic vitality of the central core.
- ✖ Transit oriented activity centers should be encouraged and nurtured.
- ✖ Regional system of hiking, biking, and equestrian trails is needed.



- ✖ Light rail.
- ✖ Plan for infrastructure without cramming people on top of each other.
- ✖ Parks and recreational areas.
- ✖ Infrastructure upgrade and maintenance.
- ✖ Increased need for transportation routes.
- ✖ I think infrastructure should be renewed and upgraded.
- ✖ Improve/plan transportation routes.
- ✖ We need to add or improve hiking trails, biking, and in many areas, equestrian trails.
- ✖ Demand intergovernmental cooperation and communication.
- ✖ Create regional infrastructure plans valley wide.
- ✖ Sports facilities.
- ✖ Develop more transportation options to travel from area to area.

#### TRANSPORTATION AND TECHNOLOGY ISSUES

- ✖ Must move large trucks out of and through neighborhoods.
- ✖ Elevated rail, smart roads.
- ✖ Create transportation mode that is faster and more convenient than the automobile.
- ✖ Promote use of alternate energy sources; i.e. solar cell cars.
- ✖ Dedicate thoroughfares for truck traffic.
- ✖ Create computer aided traffic flows grid; signal timing one-way roads to promote flow.
- ✖ Encourage (employment center) business to locate out in the villages so people don't all drive into work.
- ✖ Encourage large employers to intensify carpool, vanpool, alternate work schedule, 4-10 hour days, etc.
- ✖ Create villages where people can walk, bike ride to shop for necessities.
- ✖ Maintain roads we have, mass transit.
- ✖ Monorails in between replacing buses with streetcars.
- ✖ Forecast future growth.
- ✖ Alternate energy sources for cars.



- ✖ Promote traffic flow.
- ✖ Streetcars.
- ✖ Maintain current roads, trucks out of city.
- ✖ Smart roads.
- ✖ Promote alternate types; i.e. solar cars.
- ✖ Park and ride; incentives to ride bus, rail, etc.
- ✖ We should encourage the village concept; people should work where they live.
- ✖ Universities should have satellite campuses.
- ✖ Trucking industry should be sensitive to the needs of commuters.
- ✖ Commute patterns changing; spacing of destinations.
- ✖ Congestion is inevitable.
- ✖ Commute patterns are changing; more suburb-to-suburb travel.
- ✖ Commercial air travel will continue to grow and delays will likely worsen.
- ✖ Safety/affordable.

#### TRANSPORTATION AND TECHNOLOGY ISSUES (CONTINUED)

- ✖ Light rail.
- ✖ Develop more one-way streets.
- ✖ Possible monorail for freeway transportation.
- ✖ Convenience and accessibility (24 hr) (geographically broad).
- ✖ Promotion/subsidy for alternative energy sources (solar hydrogen fuel).
- ✖ Rail and bus network of adequate supply to generate use.
- ✖ Freeway upgrades/expansion coordinated with public transit.
- ✖ Lay out future development with village concept.
- ✖ Faster modes of transportation.
- ✖ Develop a transportation plan that incorporates supportive technologies.
- ✖ Computer access cars on HOV lanes; Toll Plan.



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- ✖ Forecast future growth areas and acquire right-of-way at today's prices not with prices 40 year from now.
  - ✖ Create incentives for alternative means of transportation.
  - ✖ Promote infrastructure to support quality/higher income employment.

### **PART III.     ROUNDTABLE DISCUSSION COMMENTS**

The following are additional issues that were identified by participants in an informal, roundtable discussion held during the Phoenix (West-South) Focus Group, regarding future transportation in the Valley.

- ✖ Implement recommendations, plan for "smart growth."
- ✖ High quality of life; start now.
- ✖ Improve education-impacts, jobs crime.
- ✖ More university satellites.
- ✖ Expanded services; police, fire, hospitals; need more police now.
- ✖ Educate kids.
- ✖ Educate people regarding alternative fuels.

### **PART III.     ROUNDTABLE DISCUSSION COMMENTS (CONTINUED)**

- ✖ Phoenix needs to think and act like other big cities around the U.S.
- ✖ Cooperation between cities.



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## PART IV. BREAK-OUT GROUP DISCUSSION RESULTS

At the Phoenix (West-South) Focus Group, participants formed into several discussion groups and addressed the five topic areas. The issues generated by these groups are listed below.

### DEMOGRAPHIC AND SOCIAL CHANGE ISSUES

- ✖ Freedom of owning vehicle; vehicle population will grow with population.
- ✖ Plan ahead for growth control.
- ✖ Smaller buses increase services; more user friendly transit.
- ✖ Legislation to promote public transportation.
- ✖ Promote vanpools for seniors.
- ✖ Promote senior villages that service all needs.
- ✖ Rise the driving age to 18.
- ✖ Increase job opportunities to cut down on driving.
- ✖ Needs of minority population.
- ✖ Safety at depots, bus terminals.
- ✖ Anticipate higher than expected population growth.
- ✖ More local control in comprehensive mass transportation planning.
- ✖ Planned growth.
- ✖ Better neighborhood streets; increase pride of ownership.
- ✖ Better neighborhood streets.
- ✖ Village concept: green belts, bike paths, play area.
- ✖ Increase public van transportation.

### DEMOGRAPHIC AND SOCIAL CHANGE ISSUES (CONTINUED)

- ✖ Bilingual (Spanish-English) required in schools.
  - ✖ Increased demand for public transit services.
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- ✕ Lack of village concept.
- ✕ Need for smaller neighborhood schools.
- ✕ Schools should be placed in walking distance from neighborhood. Increased demand for public transportation services.
- ✕ The need for smaller (and closer) neighborhood schools.
- ✕ The need for a village concept, containing green belts, bike paths and play areas.
- ✕ Increase public transportation.
- ✕ The need for a comprehensive mass transportation plan.
- ✕ To have planned growth.
- ✕ Improve education (impacts of jobs and crime).
- ✕ The need for expanded services (police, fire and hospitals).

#### THE NEW ECONOMY ISSUES

- ✕ Farmland going away; need to maintain this resource.
- ✕ Incentives for hiring within 5 miles.
- ✕ Incentives to telecommute.
- ✕ Health insurance for home service businesses.
- ✕ Bringing quality to small communities without destroying them.
- ✕ Encourage 500 companies relocation.
- ✕ Education and vocational training for Arizona.
- ✕ Increase technology use by telecommuting and shopping.
- ✕ Tourism and more technical industries.
- ✕ Costs for transportation maintenance.
- ✕ Telecommuting encouraged.
- ✕ Commercial freight.
- ✕ Inter-country commerce; transportation corridors.



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### THE NEW ECONOMY ISSUES (CONTINUED)

- ✖ Lack of international corridors.
- ✖ Issue of costs for transportation maintenance.
- ✖ The need for intra-country commerce.
- ✖ Increase technology use by telecommuting and teleshopping.
- ✖ The need for tourism and more technical industries.
- ✖ Incentives for hiring employees within 5 miles.
- ✖ Encourage Fortune 500 companies educational training.
- ✖ Need more university satellites.

### ENVIRONMENT AND RESOURCES ISSUES

- ✖ Promote infill; discourage spread.
- ✖ Limited growth within tolerance of Valley.
- ✖ Hydrogen fuel.
- ✖ Parking at regional parks.
- ✖ Open space retention.
- ✖ Encourage a feasible and realistic fuel program.
- ✖ Follow through with existing MAG plan.
- ✖ Preserve vacant land close to people.
- ✖ Comprehensive growth plan.
- ✖ Fuel program.
- ✖ Clean up diesels-mandatory.
- ✖ Mass transit.
- ✖ Air quality-diesel pollution.
- ✖ Impact on neighborhoods-land use.
- ✖ The location and relocation of freeways, toll roads, light rail.





- ✖ Expanding and developing alternative fuels.
- ✖ Noise pollution.
- ✖ Lengthy commutes.

#### ENVIRONMENT AND RESOURCES ISSUES (CONTINUED)

- ✖ Air quality issues and diesel pollution.
- ✖ Environmental impacts on neighborhoods.
- ✖ The need for clean fuels and solar power, with education and incentives.
- ✖ Promote urban forestry along all roads.
- ✖ Initiate comprehensive growth plans.
- ✖ Encourage an alternative fuels program (hydrogen).
- ✖ Use of hydrogen fuels (safer than gasoline; doesn't pollute; take particulates out of the air; cheaper than gas; same price to consumers).
- ✖ Turn landfills into parks.
- ✖ Educate the public regarding hydrogen.
- ✖ Educate the public regarding alternative fuels.

#### LAND USE AND URBAN DEVELOPMENT ISSUES

- ✖ Eliminate multi-family housing.
- ✖ More open space paths.
- ✖ Establish smaller towns in County.
- ✖ Establish satellite government services.
- ✖ Provide enough schools.
- ✖ Freeway and street planning; Intergovernmental planning.
- ✖ Villages should be self-sufficient.
- ✖ Downtown should also be a place to live, work, plan and raise children.
- ✖ Self-sufficient.



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- ✖ Express bus routes to far reaches of Valley; bus stops patrolled; carpool areas clean.
  - ✖ City must consistently clean all areas, so there are more city dwellers.
  - ✖ Infrastructure of inner city maintained.
  - ✖ Need express bus routes to far reaches in Valley; less stops.
  - ✖ Express rail should have less stops.

#### LAND USE AND URBAN DEVELOPMENT ISSUES (CONTINUED)

- ✖ Regional trails system.
- ✖ Develop a regional trails system.
- ✖ Upgrade existing infrastructure.
- ✖ Infrastructure maintenance of inner city.
- ✖ Demand intergovernmental cooperation and communication.
- ✖ Encourage self-sufficient downtowns and villages.
- ✖ Local control and input into implementation of land use and growth plans (villages).
- ✖ Implement recommendations.
- ✖ Plan for “Smart Growth” which places an emphasis on a high quality of life (start now).

#### TRANSPORTATION AND TECHNOLOGY ISSUES

- ✖ Monorails along freeway.
  - ✖ Replace buses with streetcars.
  - ✖ Create traffic circles.
  - ✖ Maintain roads we have.
  - ✖ Moving large trucks away from urban areas (dedicated truck routes).
  - ✖ Develop transportation smart lanes.
  - ✖ Forecast future high growth areas and acquire right-of-way at today’s prices.
  - ✖ Promote use of alternative fuels (i.e., solar cars).
  - ✖ Computer control grid system for flow of traffic.
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- ✖ Encourage village concept.
- ✖ Alternative energy sources (solar, hydrogen, electricity).
- ✖ Less threatening bike and commuter paths to encourage use.
- ✖ Park and rides lots.
- ✖ Rail and bus network adequately sized and accessible; make affordable to encourage use.
- ✖ Smaller vehicles.
- ✖ Less threatening bike paths with buffers.

#### **TRANSPORTATION AND TECHNOLOGY ISSUES (CONTINUED)**

- ✖ Commercial air travel will continue to grow and delays will likely worsen.
- ✖ The need for smaller buses and affordable “dashes.”
- ✖ Improve the technology of transportation infrastructure.
- ✖ To have less threatening bike and commuter paths to encourage use.
- ✖ In an effort to encourage use, promote a rail and bus network that is adequately sized, convenient, accessible and affordable.
- ✖ Alternative energy sources (solar, electricity, and hydrogen).
- ✖ To develop and implement a comprehensive highway plan that has “guts.”
- ✖ Actually implement the ideas that are obtained from the regional focus group meetings.
- ✖ Alternative fuels need to make sense to the general public.
- ✖ Consider toll roads.
- ✖ Design pedestrian friendly neighborhoods.
- ✖ Consider use of pedestrian overpasses.
- ✖ Safe terminals and depots with lighting, security transit and police.
- ✖ The need for more cooperation among cities.



